PROMOTION RECAP

Brand: Benson & Hedges
Promotion Name: Benson & Hedges 100's Sweepstakes
Period: November, 1980 - January, 1981
Agency: Wells, Rich, Greene
Fulfillment House: Don Jagoda Associates, Inc.

1. Promotion Objective: To reinforce and extend the brands image while creating a high level of consumer readership and interest.

2. Basic Idea and type offer: 100 Sweepstakes to enter with 100 prizes (ranging from 100 inches of 1981 Mercury Lynx car to 100 ping-pong balls and a table) playing off the size of Benson & Hedges cigarettes, 100MM.

3. Awards (prizes, cash etc): Cash value of all 100 prizes, $111,899.55.

4. Support:

   A. Media (publications, circulation) - see attached listing of publications, issue dates and circulations.

   B. P.O.S. (type, number) - none

   C. Sales - none

   D. Trade (promotion, incentives, awards, etc) Cash prizes of $200, $100 and $50 (1st, 2nd, & 3rd) awarded to retailers and sales reps in each of 7 sales regions who successfully guessed the Sweepstakes with the highest and lowest level of entries.

5. Cost Analysis

   A. Item (offer, prizes, etc) - 100 prizes totaling $111,899.55

   B. Media (space, production) -

Space	$1,783,595
Production	124,761
TOTAL	$1,908,356

   C. P.O.S. (art and mechanicals, production) - none

   D. Administration (fulfillment, etc) - $ 54,877.95

1.	Judging: $10/M entries	47,396.95
2.	P.O. Box: 150 ea	4,800.00
3.	Winners List: .145/M	1,953.00
4.	State Registrations: NY, Fla, RI	400.00
5.	Affadavits: Certified Mail	155.00
6.	Miscellaneous: (notifications, stationery, printing, messengers)	173.00
	TOTAL	$ 54,877.95

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E. Sales - N/A

F. Trade

1.	Fee	$ 2,500.00
2.	P.O. Box	150.00
3.	Prizes	4,850.00
4.	Miscellaneous, (messengers, printing, postage)	57.50
	TOTAL	$ 7,557.50

TOTAL COST:	Prizes:	119,457.05
	Administration:	57,585.45
	Media:	1,783,595.00
	Art & Mechanical:	124,761.00
		$2,085,398.50

6. Performance - Consumer

A. Media - For details, see attached listing of publications and their performance. Total circulation was 120,859,000 and we received 4,736,877 entries - a level of 39 entries per M circulation.

B. P.O.S. - N/A

Total entries - 4,736,877
Total media - 120,859,000

7. Performance - Trade: N/A

8. Performance - Item:
see attached list of prizes and costs.

9. Performance - Agency
The agency did a good job in adapting the Sweepstakes to the "Benson & Hedges, I like your style" campaign.

10. Performance - Fulfillment House:
With one exception, the administration, reporting, judging and other necessary functions performed by Don Jagoda Associates, Inc. were done in a smooth and professional manner. The one exception was the winners list P.O. Box which was closed way in advance of the actual publication of the winners list. Action has been taken to insure the smooth operation in regards to this matter for future Sweepstakes.

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11. Results: Although sales and share data are extremely difficult to evaluate, this years Sweepstakes must be considered a success based on the overwhelming level of participation. This year we received 1.6 million more entries from media than the previous year on a smaller circulation base, than for the 79/80 Sweepstakes. The 4.8 million entries we received represents the all-time record for the Benson & Hedges 100's Sweepstakes which was achieved without P.O.S. support.

JAS/jec
Attachments

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BRAND: BENSON & HEDGES

TITLE OF PROMOTION: 1980/81 SWEEPSTAKES

EXPIRATION DATE: 2/9/81

PUBLICATION	ISSUE	ABC CIRC (000)	AD COST	NO. OF ENTRIES	% RETURN	% RETURN INDEX	COST/ RETURN
GAMES	NOVEMBER	691	$ 9,791	149,139	21.58	551	$ .07
TIME	10/13	4,359	128,650	158,366	3.63	93	.81
NEWSWEEK	10/13	2,964	95,659	115,659	3.90	99	.83
SPORTS ILLUSTRATED	10/20	2,266	89,633	89,350	3.94	101	1.00
PEOPLE	10/20	2,500	58,693	586,464	23.46	598	.10
U.S. NEWS & WORLD REPORT	10/27	2,056	65,367	127,580	6.21	158	.51
US	10/28	1,103	17,516	46,024	4.17	106	.38
ESQUIRE	NOVEMBER	652	25,080	141,497	21.70	554	.18
PLAYBOY	NOVEMBER	5,011	92,878	254,788	5.08	130	.36
FAMILY CIRCLE	NOV. 18	7,530	77,126	159,975	2.12	54	.48
WOMAN'S DAY	NOV. 25	7,748	85,738	154,752	2.00	51	.55
BETTER HOMES & GARDENS	NOVEMBER	8,053	86,646	181,838	2.26	58	.48
MC CALLS	NOVEMBER	6,218	75,524	214,668	3.45	88	.35
LADIES HOME JOURNAL	NOVEMBER	5,601	63,523	184,694	3.30	84	.34
REDBOOK	NOVEMBER	4,354	52,212	181,699	4.17	106	.29
COSMOPOLITAN	NOVEMBER	2,837	38,518	155,378	5.48	140	.25
PSYCHOLOGY TODAY	NOVEMBER	1,171	18,544	39,583	3.38	86	.47
LIFE	NOVEMBER	1,338	53,221	52,250	3.91	100	1.02
SCIENCE DIGEST	NOV./DEC.	132	17,133	14,807	11.22	286	1.16
SOUTHERN LIVING	NOVEMBER	1,783	36,132	36,780	2.06	53	.98
NEW WEST	OCT. 20	250	15,443	19,196	7.68	196	.80
NEW YORK	OCT. 20	452	23,004	20,280	4.49	115	1.13
LOS ANGELES	NOVEMBER	163	7,246	7,953	4.88	124	.91
TEXAS MONTHLY	NOVEMBER	270	13,598	9,325	3.45	88	1.46
WASHINGTONIAN	NOVEMBER	112	5,547	6,478	5.78	147	.86
PARADE	10/26	21,644	218,829	680,865	3.15	80	.32
SUNDAY & INDEPENDENTS	10/26	12,161	205,731	620,777	5.10	130	.33
FAMILY WEEKLY	10/26	12,304	107,204	225,382	1.83	47	.48
NATIONAL ENQUIRER	10/28	5,136	34,061	102,067	1.99	51	.33
TOTAL		120,859	$1,783,595	4,736,877	3.92	100	.38

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CUMULATIVE RETURNS

Week	Returns	Cumulative	% Of Total Return	Cum. %
1	16,997	16,997	0.3	.3
2	41,632	58,629	0.9	1.2
3	77,097	135,726	1.6	2.8
4	226,256	361,982	4.8	7.6
5	202,628	564,610	4.8	11.9
6	192,564	757,174	4.1	16.0
7	258,352	1,015,526	5.4	21.4
8	333,013	1,348,539	7.0	28.4
9	188,961	1,537,500	4.0	32.4
10	98,523	1,636,023	2.1	34.5
11	89,559	1,725,582	1.9	36.4
12	157,970	1,883,552	3.3	39.7
13	256,165	2,139,717	5.4	45.1
14	356,402	2,496,119	7.5	52.6
15	497,550	2,993,669	10.5	63.1
16	547,067	3,540,736	11.5	74.6
17	691,011	4,231,747	14.6	89.2
18	446,340	4,698,087	9.8	99.0
19	32,713	4,730,800	0.7	00.8
20	8,895	4,739,695	0.2	100.0

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PRIZE PERFORMANCE

don jagoda associates, inc.

BENSON & HEDGES 100'S SWEEPSTAKES
TOP 25 SWEEPSTAKES

1980 - 1981

Rank	Sweepstakes #		No.	%
1	2	100 Inches of 1981 Mercury Lynx	554,819	11.70
2	62	100 Rolls Postage Stamps	264,806	5.587
3	21	100 Cassettes & Video Recorder	243,525	5.138
4	87	100 Rags & $1,000 In Riches	212,859	4.491
5	26	100 Chips In Las Vegas	175,984	3.713
6	50	100 Lbs. Frozen Foods & A Microwave Oven	166,031	3.503
7	68	100 Sheets Of Music & A Piano	142,143	2.999
8	43	100 Packages Of Instructions & A Home Computer Game	132,853	2.803
9	5	100 Bananas In Barbados	130,389	2.751
10	55	100 TV Guides & Color TV	128,256	2.706
11	61	100 Brazil Nuts In Rio	126,265	2.664
12	96	100 Lbs. Paper & Electric Typerwiter	106,169	2.240
13	93	100mm Lens & 35mm Camera	101,239	2.136
14	48	100 Oz. Tanning Lotion In Acapulco	98,822	2.085
15	71	100 L British Sterling	88,158	1.860
16	79	100 Golfballs At St. Andrews	80,527	1.699
17	63	100 Pkgs. Seed & Window Greenhouse	79,532	1.678
18	16	100 Records & Jukebox	73,275	1.546
19	84	100 Quarters & Pinball Machine	71,995	1.519
20	32	100 Hours Dixieland At Mardi Gras	70,953	1.497
21	8	100 Square Feet Oriental Rug	69,863	1.474
22	15	100 Bottles California Wine	60,051	1.267
23	70	100 Lbs. of Moped	52,231	1.102
24	100	100 Ctns Benson & Hedges Lights or 100's	51,330	1.083
25	53	100 Cubic Foot Hot Tub	50,193	1.059
			3,332,268	70.30

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don jagoda associates, inc.

BENSON & HEDGES 100'S

1980 - 1981

SWEEPSTAKES NO.	DESCRIPTION	NUMBER OF ENTRIES	% OF TOTAL
1.	100 POUNDS OF SOUR BALLS	21,290	.449
2.	100 INCH 1981 MERCURY LYNX	554,819	11.700
3.	100 LOGS AND A WOOD STOVE	39,074	.824
4.	100 POUNDS OF BUBBLE GUM	14,342	.302
5.	100 BANANAS IN BARBADOS	130,389	2.751
6.	100 BARS OF SWISS CHOCOLATE	16,314	.344
7.	100 HOTEL TOWELS	18,949	.399
8.	100 SQUARE FOOT ORIENTAL RUG	69,863	1.474
9.	100 QUILL PENS AND AN INKWELL	11,109	.234
10.	100 CULTURED PEARLS NECKLACE	29,708	.627
11.	100 GALLONS GASOHOL	28,096	.593
12.	100 PAIRS OF MOVIE TICKETS	49,672	1.048
13.	100-YEAR-OLD PATCHWORK QUILT	33,656	.710
14.	100 FROGS' LEGS	14,119	.298
15.	100 BOTTLES OF CALIFORNIA WINE	60,051	1.267
16.	100 RECORDS AND A JUKEBOX	73,275	1.546
17.	100 CANS OF PECANS	17,342	.366
18.	100 TRASH BAGS AND A COMPACTER	22,902	.483
19.	100 POUNDS OF BIRDSEED AND A FEEDER	12,143	.256
20.	100 POUNDS OF DOUGHNUT HOLES	13,313	.280

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BENSON & HEDGES 100'S

1980 - 1981

SWEEPSTAKES NO.	DESCRIPTION	NUMBER OF ENTRIES	% OF TOTAL
21.	100 CASSETTES AND A VIDEO RECORDER	243,525	5.138
22.	100% CASHMERE COAT	37,244	.786
23.	100 FOOT ELECTRIC CORD AND A SNOWBLOWER	24,949	.526
24.	100 ASSORTED T-SHIRTS	28,095	.591
25.	100 SINGING TELEGRAMS	6,948	.146
26.	100 $2.00 CHIPS IN LAS VEGAS	175,984	3.713
27.	100 MAGIC TRICKS AND A TOP HAT	9,365	.198
28.	100 POUND HILL OF BEANS AND A CHILI RECIPE	7,536	.159
29.	100 CANDLES AND A PAIR OF SILVER CANDLESTICKS	18,949	.399
30.	100 POUNDS CHOCOLATE COVERED PRETZELS	10,313	.218
31.	100 BRAIDS AT A HAIR STYLIST	5,777	.122
32.	100 HOURS DIXIELAND AT MARDI GRAS	70,953	1.497
33.	100 RESTAURANT ASHTRAYS	15,504	.208
34.	100 2 x 4's AND A TABLE SAW	45,586	.961
35.	100 YARDS OF HOT DOGS AND A KEG OF KRAUT	10,095	.213
36.	100 TALL DRINK GLASSES AND A HAMMOCK	15,437	.326
37.	100 COINS AND A FOUNTAIN	12,583	.265
38.	100 HOURS CHAUFFEUR SERVICE	23,779	.501
39.	100 OZS. DOWN FEATHER COMFORTERS	39,950	.842
40.	100 YARDS BOLOGNA AND A SLICING MACHINE	12,583	.265

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don jagoda associates, inc.

BENSON & HEDGES 100'S

1980 - 1981

SWEEPSTAKES NO.	DESCRIPTION	NUMBER OF ENTRIES	% OF TOTAL
41.	100 LITERS OF SPRING WATER	7,825	.165
42.	100 POUNDS CLAY AND A POTTER'S WHEEL	22,172	.468
43.	100 PACKAGES INSTRUCTIONS AND A HOME COMPUTER	132,853	2.803
44.	100 YARD VIEW OF THE SUPERBOWL	31,537	.665
45.	100 CHOPSTICKS AND A WOK	6,730	.142
46.	100 INCH TANDEM BICYCLE	12,072	.254
47.	100 PING-PONG BALLS AND A TABLE	11,195	.236
48.	100 OUNCE TANNING LOTION IN ACAPULCO	98,822	2.085
49.	100 POUNDS COFFEE BEANS AND A GRINDER	20,778	.438
50.	100 POUNDS FROZEN FOOD AND A MICROWAVE OVEN	166,031	3.503
51.	100 FT. INGROUND SPRINKLER SYSTEM	18,731	.395
52.	100 WEEKS FRESH FLOWERS DELIVERED	38,562	.813
53.	100 CU. FT. HOT TUB	50,193	1.059
54.	100 PTS. MAPLE SYRUP AND A FLAPJACK FLIPPER	6,948	.147
55.	100 TV GUIDES AND A COLOR TV	128,256	2.706
56.	100 MYSTERY NOVELS AND A TRENCH COAT	17,484	.369
57.	100 TIES AND A TIE BAR	7,095	.149
58.	100 TROUT FLIES, A ROD AND A REEL	8,341	.176
59.	100 INCH WINDSURFER	11,853	.250
60.	100 THOUSAND FT. PAPER TOWELS	19,973	.421

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don jagoda associates, inc.

BENSON & HEDGES 100'S

1980 - 1981

SWEEPSTAKES NO.	DESCRIPTION	NUMBER OF ENTRIES	% OF TOTAL
61.	100 BRAZIL NUTS IN RIO	126,265	2.664
62.	100 ROLLS POSTAGE STAMPS	264,806	5.587
63.	100 PACKAGES SEEDS AND A WINDOW GREENHOUSE	79,532	1.678
64.	100 DOZEN JUMBO SHRIMPS AND COCKTAIL SAUCE	32,926	.694
65.	100 POUNDS FORTUNE COOKIES AND A STAR CHART	5,341	.113
66.	100 HOURS WINDJAMMER CRUISE	31,097	.656
67.	100 SUSAN B. ANTHONY DOLLARS	22,243	.469
68.	100 SHEETS OF MUSIC AND A PIANO	142,143	2.999
69.	100 FT. YOUNG CHERRY TREES AND AN AX	6,365	.134
70.	100 POUNDS MOPED	52,231	1.102
71.	100 ± BRITISH STERLING	88,158	1.860
72.	100 DOZEN PENCILS AND AN ELECTRIC SHARPENER	8,484	.179
73.	100 POUNDS SEMOLINA FLOUR AND A PASTA MAKER	5,924	.125
74.	100 DOZEN BALLOONS AND A PUMP	7,242	.153
75.	100 GALLONS HEATING OIL	15,584	.328
76.	100 PINTS CREAM AND AN ICE CREAM MAKER	7,972	.168
77.	100 DOZEN SWEDISH MEATBALLS AND A CROCK POT	8,924	.188
78.	100 POUNDS HICKORY CHIPS AND A SMOKE COOKER	10,171	.214
79.	100 GOLFBALLS AT ST. ANDREWS	80,527	1.699
80.	100 OLD CAMPAIGN BUTTONS	17,925	.378

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BENSON & HEDGES 100'S

1980 - 1981

SWEEPSTAKES NO.	DESCRIPTION	NUMBER OF ENTRIES	% OF TOTAL
81.	100 CRATES OF DATES	12,877	.271
82.	100 SQ. FT. TRAMPOLINE	27,878	.588
83.	100 MASSAGES AND A TURKISH TOWEL	19,755	.417
84.	100 QUARTERS AND A PINBALL MACHINE	71,995	1.519
85.	100 SQ. FT. SAIL AND A SUNFISH	24,219	.511
86.	100 POUNDS SPARERIBS AND A BARBECUE GRILL	21,655	.459
87.	100 RAGS AND $1000 IN RICHES	212,859	4.491
88.	100 SQ. INS. YOUR NAME IN NEON	8,559	.181
89.	100 MILE RAFTING DOWN THE COLORADO	38,562	.814
90.	100 FT. DENTAL FLOSS AND A GOLD TOOTHPICK	10,389	.219
91.	100 APPLE PIES	12,290	.259
92.	100 SQ. FT. ITALIAN CERAMIC TILES	18,072	.381
93.	100mm LENS AND A 35mm CAMERA	101,239	2.136
94.	100-THOUSAND-YEAR-OLD FOSSIL	8,995	.189
95.	100 CROSSWORD PUZZLES AND A THESAURUS	6,436	.136
96.	100 POUNDS PAPER AND AN ELECTRIC TYPEWRITER	106,169	2.240
97.	100 WATT BULB AND A TIFFANY-STYLE LAMP	15,072	.318
98.	100-POWER TELESCOPE	30,803	.649
99.	100 BAGELS AND LOX	9,142	.193
100.	100 CARTONS BENSON & HEDGES LIGHTS OR 100'S	51,330	1.083
NO NUMBER		60,620	1.279
	TOTAL	4,739,695	99.98

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PRIZE COST

don jagoda associates, inc.

800 shames drive
westbury, n.y. 11590

(212) 895-4220
(516) 997-3322
(Telecopier/Qwip)
(516) 997-3797

BENSON AND HEDGES 100'S 1980-1981

		RETAIL	CLIENT COST
1.	100 hours of Dixieland at Mardi Gras	$ 2,500.00	$ 2,500.00
2.	100 $2 chips in Las Vegas	2,880.00	2,880.00
3.	100 bananas in Barbados	4,260.00	4,260.00
4.	100 yard view at Super Bowl XV	3,215.00	3,215.00
5.	100 Brazil Nuts in Rio	4,590.00	4,590.00
6.	100 hours on windjammer cruise	2,960.00	2,960.00
7.	100 golfballs in St. Andrews'	4,330.00	4,330.00
8.	100 mi. white-water rafting down Colorado River	3,095.00	3,095.00
9.	100 oz. tanning lotion in Acapulco	2,510.00	2,510.00
10.	100 cultured pearl necklace	1,400.00	950.00
11.	100 candles & pair of silver candelabras	860.00	700.00
12.	100 lbs. of sour balls	290.00	250.00
13.	100 lbs. of coffee beans & grinder	675.00	550.00
14.	100 cans of pecans	1,420.00	1,250.00
15.	100 lbs. chocolate covered pretzels	550.00	550.00
16.	100 doz. jumbo shrimps & cocktail sauce	900.00	900.00
17.	100 yds. bologna & slicing machine	2,188.00	1,970.00
18.	100 lbs. spareribs & barbecue grill	610.00	610.00
19.	100 lbs. canned ham and a yam	350.00	300.00
20.	100 lbs. frozen food & microwave oven	810.00	689.00
21.	100 pts. maple syrup & Flap-Jack flipper	425.00	425.00
22.	100 pts. cream & ice cream maker	190.00	200.00
23.	100 bars Swiss chocolate	140.00	200.00
24.	100 frogs legs	160.00	200.00
25.	100 liters of spring water	26.00	200.00

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BENSON AND HEDGES 100'S 1980-1981

		RETAIL	CLIENT COST
26.	100 dz. bagels and lox	$ 1,565.00	$ 1,270.00
27.	100 lbs. fortune cookies & star chart	300.00	250.00
28.	100 rags & $1000 in riches	1,110.00	1,100.00
29.	100 hours of chauffeur service	3,000.00	3,000.00
30.	100 Susan B. Anthony dollars	118.25	200.00
31.	100 coins & a fountain	700.00	700.00
32.	100 sheets of music & a piano	3,800.00	2,925.00
33.	100 sq. ft. oriental rug	1,500.00	1,500.00
34.	100 lbs. British Sterling	350.00	350.00
35.	100 gallons heating oil	101.00	200.00
36.	100 inches Mercury Lynx	8,250.00	7,685.00
37.	100 gallons gasahol	140.00	200.00
38.	100 lbs. moped	1,045.00	975.00
39.	100 sq. ft. of sail & Hobie Cat (or Sunfish)	2,295.00	2,100.00
40.	100 quarters & pinball machine	1,135.00	964.75
41.	100 records & jukebox	3,130.00	2,817.00
42.	100 dz. Swedish meatballs & crockpot	375.00	365.00
43.	100 cassettes & video recorder	2,751.25	2,495.00
44.	100 cu. ft. California hot tub	2,990.00	2,450.00
45.	100 logs & wood stove	895.00	629.00
46.	100 lbs. hickory chips & smoker	79.00	200.00
47.	100 lbs. clay & potters wheel	750.00	750.00
48.	100 TV Guides & color T.V.	699.00	525.00
49.	100 dz. pencils & electric sharpener	200.00	200.00
50.	100 pgs. instructions & home computer	1,320.00	1,170.00

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BENSON AND HEDGES 100'S 1980-1981

		RETAIL	CLIENT COST
51.	100 ft. inground sprinkler system	$ 795.00	$ 795.00
52.	100 trash bags & compactor	510.00	459.00
53.	100 weeks of fresh cut flowers (delivered)	2,800.00	2,800.00
54.	100 lbs. birdseed & feeder	123.00	200.00
55.	100 massages and turkish towel	2,010.00	2,010.00
56.	100 sq. ft. trampoline	2,000.00	2,000.00
57.	100 chili recipes & 100 lb. hill of beans	189.00	200.00
58.	100 old campaign buttons	905.00	905.00
59.	100 restaurant ashtrays	140.00	200.00
60.	100 crates of dates	2,500.00	2,500.00
61.	100 singing telegrams	1,500.00	1,500.00
62.	100 magic tricks & top hat	715.00	715.00
63.	100 ping-pong balls & table	425.00	375.00
64.	100 sq. ft. Italian ceramic tiles	1,285.00	759.00
65.	100 assorted T-shirts	600.00	500.00
66.	100 braids at hair stylist	350.00	350.00
67.	100 mystery novels & trenchcoat	625.00	625.00
68.	100 trout flies, rod & reel	400.00	350.00
69.	100 ft. of cherry trees & axe	810.00	810.00
70.	100 chopsticks & a wok	100.00	200.00
71.	100 inches tandem bicycle	399.00	250.00
72.	100 inches of Windsurfer	1,000.00	1,000.00
73.	100 lbs. of semolina flour & pasta machine	251.00	225.00
74.	100% cashmere coat	750.00	750.00
75.	100 thousand ft. of paper towels	1,400.00	1,200.00

1004890083

1004890083

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don jagoda associates, inc.

800 shames drive
westbury, n.y. 11590

(212) 895-4220
(516) 997-3322
(Telecopier/Qwip)
(516) 997-3797

BENSON AND HEDGES 100'S 1980-1981

		RETAIL	CLIENT COST
76.	100 dz. balloons & air pump	$ 250.00	$ 250.00
77.	100 lbs. bubble gum	64.00	200.00
78.	100 rolls of 15¢ stamps	2,000.00	2,000.00
79.	100 year-old patchwork quilt	950.00	750.00
80.	100 pairs movie tickets	1,000.00	1,000.00
81.	100 cartons B & H Lights or 100's	600.00	600.00
82.	100 thousand year-old fossil	750.00	750.00
83.	100 oz. down feather comforters	1,400.00	1,400.00
84.	100 watt bulb and Tiffany-style lamp	740.00	740.00
85.	100 crosswords and thesaurus	50.00	200.00
86.	100 quill pens & desk set with inkwell	501.80	501.80
87.	100 power telescope	150.00	200.00
88.	100 lbs. of paper & electric typewriter	835.00	650.00
89.	100 hotel towels	510.00	510.00
90.	100 ties and tie bar	750.00	750.00
91.	100 thousand ft. dental floss & water pik	749.00	749.00
92.	100 2 x 4's & table saw	971.00	826.00
93.	100 bottles of California wine	577.00	520.00
94.	100mm lens & a 35mm camera	760.00	685.00
95.	100 sq. in. of your name in neon	375.00	375.00
96.	100 yds. of hot dogs & keg of kraut	126.50	200.00
97.	100 apple pies & American flag	510.00	435.00
98.	100 tall drink glasses & hammock	335.00	225.00
99.	100 packets of seeds & a window greenhouse	120.00	200.00
100.	100 lbs. of doughnut holes	149.00	200.00
	TOTAL:	$117,737.80	$111,899.55

1004890084

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Source: https://www.industrydocuments.ucsf.edu/docs/nplk0000

ARCHIVE LOCATION VARIANCE SHEET

THE NUMBER (RANGE) 1004890085 IS LOCATED:

( ) IN THE AUDIO CABINET _____

( ) IN THE VIDEO CABINET _____

( ) ON THE OVERSIZE SHELF _____

( ) IN THE MICROFORMS CABINET _____

( ) AT THE WAREHOUSE _____

( ) IN THE TRANSLATION/TRANSCRIPTION FILES

_____

(X) OTHER _____

OVERSIZE DOCUMENT IN COLLECTION

1004890085

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